

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221
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August 12, 1997

RJR Account #332520
Mr. A. Grass
KEYSTONE TOBACCO

SALEM TEAR TAPE PROMOTION #701497: SEPTEMBER AND OCTOBER 1997

Dear Alan:

SALEM .30¢ tear tape product has been ordered, as well as 8 SKUs of 40-Pack Displays (Item #530123 @ 1/SKU) to pack and ship the above promotion to your participating retail accounts as identified on the attached Customer List. This Promotion will be delivered in two separate drive periods; September and October. Utilize the same Customer List for each drive period. New Displays will not be shipped with the October drive period (see enclosed Retailer Letter).

Display Detail / Item #530123

<u>SKU CUBE:</u>	0.4890
<u>SKU WT (w/o Product):</u>	1.4480 lbs
<u>Retail Sales Offers per Sku:</u>	40 units
<u>Billing per Sku:</u>	4 Full Price Cartons

R. J. Reynolds' sales personnel will issue .30¢/pack payment to retailers at store level. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to **\$28.00 (2 (12M) case(s) @ \$14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

THE ATTACHED CUSTOMER LIST SHOULD BE RETAINED AND UTILIZED FOR OCTOBER DISTRIBUTION OF SALEM .30¢ PROMOTIONAL PRODUCT.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: J. McLean

Enc. Retailer Letter
Retail Customer List

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

SALTAPE.DOC

51845 9612

SEPTEMBER DELIVERY
SALEM TEAR TAPE
KEYSTONE TOBACCO

September Drive Period 709 / Promotion #701497

PROMOTION DESCRIPTION: EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.

DISPLAY LOAD (4 CARTONS):

1 CARTON EACH:
SALEM FULL FLAVOR
SALEM LIGHT
SALEM FULL FLAVOR 100
SALEM LIGHT 100

RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR OCTOBER DRIVE PERIOD
(INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER'
IN EACH DISPLAY SHIPPED TO RETAIL)

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	Full Flavor	1
12300-24196	Light	1
12300-24195	Full Flavor 100	1
12300-24197	Light 100	1

Product / Premium Arrival: September 2, 1997

Ship Date to Retail: Week of: September 8, 1997

EFT \$ Amount: \$N/A
Non-EFT \$ Amount: \$1,438.48

R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ / PACK PAYMENT TO
RETAILERS AT STORE LEVEL.

SEPTEMBER DELIVERY

51845 9613

OCTOBER DELIVERY
SALEM TEAR TAPE
KEYSTONE TOBACCO

October Drive Period 709 / Promotion #701497

PROMOTION DESCRIPTION: UTILIZE THE SEPTEMBER CUSTOMER LIST TO SHIP THE APPROPRIATE NUMBER OF SALEM \$3.00 OFF / CARTONS PER BRAND STYLE AS INDICATED. RETAILER WILL LOAD PRODUCT INTO THE 4-CARTON DISPLAY WHICH WAS SHIPPED WITH SEPTEMBER DRIVE PERIOD.

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	Full Flavor	1
12300-24196	Light	1
12300-24195	Full Flavor 100	1
12300-24197	Light 100	1

Product Arrival: October 6, 1997

(No Displays will be shipped)

Ship Date to Retail: Week of: October 13, 1997

EFT \$ Amount: \$N/A
Non-EFT \$ Amount: \$1,438.48

R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ / PACK PAYMENT TO RETAILERS AT STORE LEVEL.

OCTOBER DELIVERY

51845 9614

Retail Accounts with Vap Supplier for Salem Tear Tape Program (September / October)

SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT FOR SEPTEMBER / OCTOBER DRIVE PERIODS																				
SR	TERR	ACCT	ACCOUNT NAME	ADDRESS	CITY	ST	ZIP	WALSH	VAE	WALSH NAME	ORDER	Salem		Salem		Salem		Salem		
												King	FF100	King	FF100	King	FF100	King	FF100	
162204		171103	QUALITY MARKET	1206 VESTAL AVE	BINGHAMTON	NY	332520	KEYSTONE TOBACCO C		0	3	3	3	3						
162204		639445	FAST MART	1304 NORTH STREET	ENDICOTT	NY	332520	KEYSTONE TOBACCO C		0	2	2	2	2						
162204		714966	HESS #32279	GEORGE F HIGHWAY	ENDWELL	NY	332520	KEYSTONE TOBACCO C		0	3	3	3	3						
162204		746235	PARLOR CITY SMK SHOP	46 COURT ST	BINGHAMTON	NY	332520	KEYSTONE TOBACCO C		0	4	4	4	4						
162204		762326	WEST SIDE MINI MART	96 MAIN ST	BINGHAMTON	NY	332520	KEYSTONE TOBACCO C		0	5	5	5	5						
162204		763325	ANGLE MARKET #1	254 CHENANGO ST	BINGHAMTON	NY	332520	KEYSTONE TOBACCO C		0	4	4	4	4						
162204		763827	HESS #32276	357 STATE ST	BINGHAMTON	NY	332520	KEYSTONE TOBACCO C		0	8	8	8	8						
162605		058682	SWEENEY'S MARKET	W. MAIN & RT 434	APALACHIN	NY	332520	KEYSTONE TOBACCO C		0	1	1	1	1						
332520 Total												30	30	30	30					



To All RJR Retail Partners

RETAILER LETTER

SALEM .30¢ OFF / PACK

\$3.00 OFF / CARTON

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH SALEM PROMOTIONS FOR SEPTEMBER AND OCTOBER 1997.
- YOUR WHOLESALER WILL SHIP .30¢ OFF / PACK AND \$3.00 OFF / CARTON PROMOTED PRODUCT ON A MONTHLY BASIS THROUGH YEAR END 1997. THIS PROMOTED PRODUCT IS TO BE PLACED INTO THE 40-PACK DISPLAY.
- *R. J. REYNOLDS'* SALES PERSONNEL WILL ISSUE .30¢ PER PACK PAYMENT FOR THIS PRODUCT AT STORE LEVEL.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS. IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610

51845 9616